05960390

WUSA

646439 /

Order%



Contract / Revision

Flight Dates 01/12/12-01/23/12

Order Sep 00:15:00

Estimate #

Alt Order #

Product

API TARGET 2012

Billing Type Cash Agency Com 15%

Original Date / Revision 01/11/12 01/11/12 Order Type **GENERAL**

Billing Contact Billing Cycle EOM/EOC

Advertiser American Petroleum Institute

3299 K Street NW Suite 200 Billing Calendar BROADCAST Washington, DC 20007

A35+ <u>Demographic</u> <u>Agency</u> Strategic Media Services

Rev Codes AGY GEN POL **Buying Contact**

Sales Office T-WAS Product Codes IS-Issue/Non

End Date

Sales Region NAT P-5 **Priority** 3299 K Street NW Suite 200

Agency Ref Advertiser Ref Washington, DC 20007

Start Date

Primary Account Executive

Justin Votta

Account Executive

		Order Chara 450/	Market Value E40000
Justin Votta	100%		

Order Share 15% Market Value 518666

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBDC	%	0
WDCA	%	0
WJLA	27%	140040
WMDO	%	0
WPXW	%	0
WRC	40%	207466
WTTG	18%	93360
WWPX	%	0

Order Totals Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating Start Date	End Date	# Spots	Net Amount G	Bross Amount
January 2012	38	\$66,130.00	\$77,800.00	0.00 12/26/11	01/23/12	38	\$66,130.00	\$77,800.00
Totals	38	\$66,130.00	\$77,800.00	0.00				

Ln Ch Start End	Inventory Code Break	Start/End Ti	ime Days	Len Spots	Rate Pri	Rtg Type	Total Spots	s Amount
E 1 WUSA 01/12/12 01/13/12	6-7a 9 News @ 6a CM 9News @ 6a	6-7a	TF	:30 2	\$375.00 P-3	0.00 NM	2	\$750.00
1X/DAY								
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 01/09/12 01/15/12	TF 2	\$375.00	0.00					
E 2 WUSA 01/16/12 01/20/12	6-7a 9 News @ 6a CM	6-7a	MTWTF	:30	\$375.00 P-5	0.00 NM	5	\$1,875.00
	9News @ 6a							
1X/DAY								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 01/16/12 01/22/12	MTWTF 5	\$375.00	0.00					
E 3 WUSA 01/15/12 01/22/12	Platts Energy Wk Open 6M	Sun 8-830a	S	:30 1	\$1,500.00 P-2	0.00 NM	2	\$3,000.00
	Platts Energy Wk Open B					1		
Start Date End Date	Weekdays Spots/Week	Rate	Rating			ı		





Contract / Revision

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Flight Dates 01/12/12-01/23/12

Hiatus Dates

Original Date / Revision 01/11/12/ 01/11/12

Order Sep 00:15:00

Advertiser American Petroleum Institu Product API TARGET 2012

Estimate #

l n	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	pots Rate Pri	Rta Type	Tota Spots	als Amount
	WUSA		2 01/22/12	Platts Energy Wk		Sun 8-830a	S	:30	1 \$1,500.00 P-2	0.00 NM		\$3,000.00
	O4-	-4 D-4-	Cad Data	Platts Energy Wk		D-4-	Dallas				İ	
10	<u>518</u> /eek: 01	rt Date	End Date 01/15/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$1,500.00	Rating 0.00				i	
	eek: 01/		01/22/12	Š		\$1,500.00	0.00				i	
E 4	WUSA	01/15/1	2 01/22/12	CBS Sunday Mor	ming CM	9-1030a	S	:30	1 \$1,600.00 P-3	0.00 NM	2	\$3,200.00
	Cto	et Data	End Data	CBS Sunday Mo	-	Data	Datina				1	
w	<u>হার</u> /eek: 01/	rt Date 09/12	End Date 01/15/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$1,600.00	Rating 0.00				1	
	eek: 01/		01/22/12	S		\$1,600.00	0.00				1	
E 5	WUSA	01/15/1	2 01/22/12	Face the Nation	CM	1030-11a	5	:30	1\$14,000.00 P-4	0.00 NM	2	\$28,000.00
	<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1	
	eek: 01/		01/15/12	S		\$14,000.00	0.00				i	
	eek: 01/		01/22/12	S		\$14,000.00	0.00				_	
E 0			2 01/19/12	9 News @ 5p 9 News @ 5p	СМ	5-6p (5:00 PM-5:3	-T-T 0 PM)	:30	2 \$400.00 P-3	0.00 NM	2	\$800.00
	1X/DAY		F-45-4-	Missississis	0		-				i	
w	<u>512</u> /eek: 01	<u>rt Date</u> /16/12	End Date 01/22/12	<u>Weekdays</u> -T-T	Spots/Week 2	<u>Rate</u> \$400.00	<u>Rating</u> 0.00				i	
			2 01/13/12		CM	6-630p	TF	:30	2 \$600.00 P-5	0.00 NM	2	\$1,200.00
				9 News @ 6p	•		••		- 4000.001	0.00 11111	1	41,200.00
	1X/DAY			***							1	
w	<u>Sta</u> /eek: 01	rt Date	End Date 01/15/12	<u>Weekdays</u> TF	Spots/Week 2	<u>Rate</u> \$600.00	<u>Rating</u> 0.00				1	
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				9 News @ 6p		,				0.00 11111	ľ	40,000.00
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w	<u>518</u> eek: 01/	rt <u>Date</u> 16/12	End Date 01/22/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$600.00	Rating 0.00					
E 9	WUSA	01/13/1	2 01/13/12	CBS Evening Ne CBS Evening Ne		630-7p	F	:30	1 \$1,800.00 P-3	0.00 NM	1	\$1,800.00
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				i	
w	eek: 01/		01/15/12	F		\$1,800.00	0.00				İ	
E 10	WUSA	01/16/1	2 01/19/12	CBS Evening Ne		630-7p	MT-T	:30	3 \$1,800.00 P-5	0.00 NM	3	\$5,400.00
	1X/DAY	•		CBS Evening Ne	ws	(6:28 PM-6:3	0 PM)				i	
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	eek: 01/		01/22/12	MT-T		\$1,800.00	0.00					
E 11	WUSA	01/12/1	2 01/15/12	9 News @ 11p	СМ		35pTS	:30	2 \$1,600.00 P-3	0.00 NM	2	\$3,200.00
	1X/DAY	,		9 News @ 11p		(11:00 PM-11	1:30 PM)					
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	eek: 01/		01/15/12	TS		\$1,600.00	0.00				i	
E 12	WUSA	01/17/1:	2 01/22/12	9 News @ 11p	CM		5p -TWTF-S	:30	5 \$1,600.00 P-3	0.00 NM	5	\$8,000.00
	1X/DAY	,		9 News @ 11p		(11:00 PM-11	1:30 PM)				1	
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1	
	eek: 01/		01/22/12	-TWTF-S		\$1,600.00	0.00				1	
E 13	WUSA	01/15/13	2 01/22/12	Sun Prime A 60 Minutes	СМ	7-8P (7:00 PM-8:0	S	:30	1 \$7,500.00 P-3	0.00 NM	2	\$15,000.00
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1	
w	eek: 01/		01/15/12	S		\$7,500.00	0.00				1	



Contract / Revision

646439

Flight Dates 01/12/12-01/23/12

Hiatus Dates

Original Date / Revision 01/11/12/ 01/11/12

Order Sep 00:15:00

Advertiser American Petroleum Institu Product API TARGET 2012

Estimate #

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri Rtg Type	Totals Spots Amount
E 13 WUSA 01/15/12 01/22/12	Sun Prime A CM 60 Minutes	7-8PS (7:00 PM-8:00 PM)	:30 1 \$7	,500.00 P-3 0.00 NM	2 \$15,000.00
<u>Start Date</u> <u>End Date</u> Week: 01/16/12 01/22/12	Weekdays Spots/WeekS Spots/Week	Rate Rating \$7,500.00 0.00			
E 14 WUSA 01/23/12 01/23/12	6-7a 9 News @ 6a CM 9News @ 6a	6-7a M	:30 1	\$375.00 P-3 0.00 NM	1 \$375.00
<u>Start Date</u> <u>End Date</u> Week: 01/23/12 01/29/12	<u>Weekdays</u> <u>Spots/Week</u> M 1	<u>Rate</u> <u>Rating</u> \$375.00 0.00			
E 15 WUSA 01/23/12 01/23/12	9 News @ 6p CM 9 News @ 6p	6-630p M	:30 1	\$600.00 P-3 0.00 NM	1 \$600.00
Start Date End Date Week: 01/23/12 01/29/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$600.00 0.00			
E 16 WUSA 01/23/12 01/23/12	9 News @ 11p CM 9 News @ 11p	M-Su 11-1135p M (11:00 PM-11:30 PM)	:30 1 \$1	,600.00 P-3 0.00 NM	1 \$1,600.00
<u>Start Date</u> <u>End Date</u> Week: 01/23/12 01/29/12	Weekdays Spots/Week M 1	Rate Rating \$1,600.00 0.00			
				Totals	38 \$77 800 00

Totals 38 \$77,800.00 7800 REP: TEL# 703 528 CREDIT ADVISORY:

AGENCY CREDIT RISK !!!
HARRIS RPT. F ORDER WORKSHEET

REP HEADLINE# 5960390

ADD NEN

JAN11/12 12.23 *** WUSA-TV ***

FROM REP

STRATEGIC MEDIA SERVICES 16/BYR - STEPHEN SZOSTAK Ŭ D/P REC# - WASHINGTON PETROLEUM NSH API TARGET 2012 JUSTIN VOTTA CODE TAX 17/RTG SVC CO-OP KEY ISS/AMER 10/BILL 58/CITY 9/AREA DATE MO-SU 64/ACON EST# 4/SISP# 14/ORDER TYPE 57/CO-OP TYPE 2/ADVERTISER# 11/RATE CARD TAX X 1/AGENCY# 59/STATE 21/BILL 63/PCON 3/PROD# 20/EOS S/REP# BIAS# WK-2 END DATE-JAN23/12 3299 K. STREET NW, SUITE 200 WASHINGTON, DC 20007 *** ORIGINAL REV#0 *** START DATE-JAN12/12 PARTIAL LINE/S ADDRESS AGENCY LINE/S ORDER DELETE

FR: JENNY FOR JUSTIN TO: MEG REP:

NEW ORDER

TTL \$77800...38X PLS CFM, THX 1/11

**** ***** THIS IS A CASH IN ADVANCE SCHEDULE CON CM AMERICAN PETROLEUM INSTITUTE TARGET 2012 1/12/12-1/23/12

BS REP LN# LN#	CD DAYS	BEGIN END TIME TIM	ш	PTRN LNTH	BEGIN	END	CLS S1	SEC 14/ PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD SC#	STS CD 23/	SPOT/LIN
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Ď,	PROGRAM :	PLATTS ENGR WK	WK											

REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM REP

JAN11/12 12:23 *** WUSA-TV ***	
FROM REP	(((
ORDER WORKSHEET HARRIS RPT. F	;
ORDER WORKSHEET	
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STS ; STATION CD SPOT CD SC# 23/ /LIN	ı	ч		г	н		Ø		N		ហ		т		m		a		ហ	
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JAN11/12 12.23

SPOT /LIN	н	н		H		Н		н		
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RATE SPOT 18/	\$7,500.00	\$7,500.00		\$375.00		\$600.00		\$1,600.00		CONTRACT TO TOTAL SP
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#										42

CABL 0% WDCW 08 WUSA 15% WITG 18% WJLA 27% WRC 40% WDCA 0% MARKET TOTALS \$518,666

SVC- NSI DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location:				Date:
			· .	,	
I, <u>Vù</u> do hereby reque	st station time conce		owing issue:		
					
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times pe Week	r Number of Weeks
	1				
Total Char	ges:				
This broadcast t	ime will be used by:	Amri	Can Pe	Malen	Institute
Does the p	rogramming (i	in whole o	r in part) (ate "a
message r	elating to any	political n	natter of n	ational im	portance?"
	☐ Yes		_	□ No	

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Accepted	Accepted i	in Part	ed
	Signature SNED BY STATIO	Contact Phone Number ON REPRESENTATIVE	
4/21/11 10 BE S	IGNED BY ISSUE	202-337-5	<u> </u>
easonable attorney's fees, that i	may ensue from the broad re-stated broadcast(s), I a be delivered to the static	also agree to prepare a script.	
THIS STATION DOES NOT OF RACE OR ETHNICITY II	DISCRIMINATE OR PINTHE OR PINTHE PLACMENT OF	PERMIT DISCRIMINATION ON THE PADVERTISING.	E BASI
The names, offices, and addragents of the entity are name	resses of the chief executived below (may be attached	ve officers, directors, and/or authorized i separately):	
a corporation; a co	ommittee; 🔲 an associat	ntion; Ger other unincorporated gr	oup.
and you are authorized to and furnishing the payment, if other	nounce the time as paid fo her than an individual pers	or by such person or entity. The entity rson, is:	
America	in Petrolun	Institute	
I represent that the payment	for the above described by	proadcast time has been furnished by:	
For programming that "commimportance," attach Agreed I	municates a message relati Upon Schedule (Page 3)	ting to any political matter of national	
office(s) being sought and th	he date(s) of the election(s	ndidate(s) the programming refers to, the s) (if applicable):	e